

SONNEBORN'S

S. R. P.

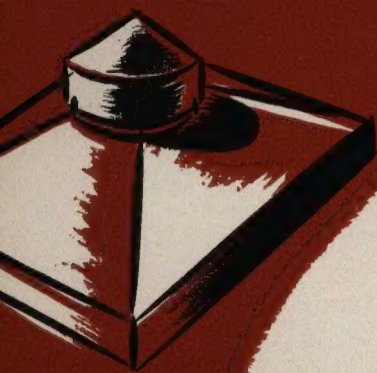
**RUST PREVENTIVE
COATING
FOR METAL SURFACES**

Effective Protection Against

RUST

for all Iron, Steel and
Galvanized Iron Surfaces





RUST

COSTS INDUSTRY

\$200,000,000 A YEAR*

S.R.P. HELPS STOP

THIS LOSS!



● Every year rust and corrosion do more than \$200,000,000 worth of damage to machine parts, buildings—everything made of iron, steel and many other metals. For this relentless and costly sabotage, oxygen aided by moisture is chiefly responsible. Industrial engineers and chemists know that oxygen in the air gets in its destructive work if metal is exposed only to the atmosphere. The presence of active gases, acids and alkalis simply speeds up the rate of damage by fortifying and adding to the activity of oxygen.

The simple and obvious solution is to seal the metal against this attack. But finding a protective coating that will do this effectively—and stay on the job—has long been an exasperating problem for maintenance men. Failures in many cases are due to insufficient preparation of the surface for painting. The thorough wire-brushing or sand-blasting required to make ordinary rust preventive coatings adhere to metal, is expensive and time-consuming.

Furthermore, most paint coatings commonly used for rust prevention have a tendency to develop pin holes, thus permitting the oxygen-bearing moisture, fumes and chemicals to penetrate to the metal — literally attacking it under cover.

*Cementator, March 1942.



Why S.R.P. Means Protection — Inside or Outside

Sonneborn's S.R.P. has been developed specifically to meet the exacting needs of rust prevention. Its formula includes an active corrosion inhibitor of the chromate type, and an inert micronized, flaky iron ore (micaceous hematite) dispersed in a specially treated oil vehicle.

Penetrating — Tenacious — Alloys with Rust

Laboratory tests show that Sonneborn's S.R.P. actually penetrates through and combines with the rust to make a firm and lasting bond with clean metal beneath. It puts an end to further formation of rust that has already started, and forms a non-porous and impermeable coating which is highly resistant to corrosion. Its exceptional elasticity prevents the formation of pin-holes and resists the damaging action of expansion and contraction or mechanical injury. The combination of these special qualities assures protection that is not only effective but which is exceptionally lasting as well.

Easily Applied — No Expensive Preparation Needed

Preparation of the surface for the application of S.R.P. is simplicity itself. All that is required is wire-brushing to remove loose scale or layers of foreign matter. Firm rust need not be removed.

S.R.P. is applied with either brush or spray in the same manner as paint.

S.R.P. No. 75 for Priming

S.R.P. No. 75 is the perfect priming coat. Its especially micronized pigment is suspended in a treated oil vehicle. It dries in about 18 hours. It is available in a reddish shade only. Covering capacity is between 500 and 600 square feet per gallon for one coat.

S.R.P. No. 87 Finish Coat

S.R.P. No. 87 contains the same pigment as S.R.P. No. 75 in a varnish vehicle. It is especially recommended as a finish coat over S.R.P. No. 75. S.R.P. No. 87 is available in red or black. Covering capacity is between 500 and 600 square feet per gallon for one coat. However, any suitable metal finish coat can be applied over S.R.P. No. 75.

How S.R.P. Stands Up

One Use Leads to Another

"Early last Fall, we applied two coats to the inside of our tower tanks. This, we now find, has done a very satisfactory job. We are now planning to use S.R.P. on all of our outside blower houses, duct work, etc."

*Very truly yours,
I. J. Gunther, Plant Engineer
Wright Aeronautical Corporation
Paterson, N. J.*

Where Other Paint Peeled

"We have painted the bottom side of floor plates, that have been installed on our loading platforms, and roof ventilators, and the paint seems to be standing up very well. We have also used S.R.P. to cover certain spots on our garage where other paint for metal has peeled, and it apparently stopped the peeling."

*Very truly yours,
C. E. Harper, Superintendent
Oxweld Acetylene Company, Chicago, Ill.*

Even for Brine Tanks

"The S.R.P. applied for the protection of my brine tank is standing up very well. This apparatus has been in use for over a year now, and has given no trouble which could be attributed to corrosion. I heartily endorse this paint for painting metal surfaces to protect them from corrosive action."

*Very truly yours,
W. George Parks, Assoc. Prof. of Chem.
Rhode Island State College, Kingston, R. I.*

In plants like these, S.R.P. is protecting metal from the ravages of rust:

American Brass Company	Ansonia, Conn.
Baugh Chemical Company	Baltimore, Md.
Berkshire Chemical Co.	Bridgeport, Conn.
Carbide & Carbon Chemical Co.	South Charleston, W. Va.
Dunn Sulphite Paper Co.	Port Huron, Mich.
Electrolux Corporation	Old Greenwich, Conn.
General Chemical Co.	North Claymont, Del.
Huron Portland Cement Co.	Alpena, Mich.
Imperial Tobacco Co.	St. Johns, Newfoundland
Lowe Paper Company	Ridgefield, N. J.
Northwest Airways	Minneapolis, Minn.
Parke Davis & Co.	Detroit, Mich.
Riverside & Dan River	
Cotton Mills	Danville, Va.
Victor Chemical Works	Chicago, Ill.
Wright Aeronautical Corp.	Paterson, N. J.

Your Plant Needs This Extra Protection NOW

Piping, fences, structural members, and sheet metal surfaces outside and inside are constantly exposed to the dangers of corrosion. Their protection has never been more essential than now. Sonneborn's S.R.P. will stop corrosion and prevent its further formation for far longer periods than the customary so-called protective coatings. Begin using S.R.P. now.

SONNEBORN QUALITY PRODUCTS KEEP BUILDINGS AT THEIR BEST

SONNEBORN BRANCH OFFICES

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223 SPRING ST., S.W.
Jackson 1657

BALTIMORE 1, MD.

513 WEST LOMBARD STREET
Plaza 6017

BOSTON 15, MASS.

108 MASSACHUSETTS AVE.
Room No. 20
Kenmore 4167

CHICAGO 6, ILLINOIS

400 WEST MADISON STREET
Franklin 7973

DETROIT 2, MICHIGAN

912 STEPHENSON BLDG.
WEST GRAND BLVD. at CASS AVE.

PHILADELPHIA 6, PA.

327 DREXEL BLDG.
Lombard 0818

PITTSBURGH 22, PA.

824 FULTON BLDG.
Atlantic 8968

LOS ANGELES 14, CAL.

617 WEST 7th STREET
Room No. 309
Michigan 8501

Service

Field Organization—Competent and trained sales representatives are located in almost every state.

Local Distributors—Hundreds of responsible organizations distribute Sonneborn products in local communities and are equipped to give adequate service and prompt deliveries. The name of the Sonneborn distributor in your city will be promptly furnished upon request.

Consultation and Technical Recommendations

Consider the Sonneborn organization as part of your own staff. There is no obligation whatsoever in submitting your problems for solution to our trained field representatives or to the Technical Division at our home office.

Recommendations are based on sound practice supported by the findings of our Research Laboratories—among the most modern in the Industry.



For information on the complete Sonneborn line of Building Maintenance Products, send for this booklet which contains brief descriptions of all Sonneborn products.

If It's Worth Building . . . It's Worth Saving

BUILDING PRODUCTS DIVISION
L. SONNEBORN SONS, INC.
88 Lexington Avenue, New York 16, N. Y.

In the Southwest: Sonneborn Bros., Dallas 1, Texas
2111 Taylor Street, Riverside 4773

IT'S THE
Vehicle
THAT MAKES THIS COATING
WEAR LONGER

SONOLASTIC

ALUMINUM *Ready-Mixed*

HIGHLY RESISTANT TO MOISTURE, CORROSION, GASES, FUMES AND VAPORS

IT'S THE

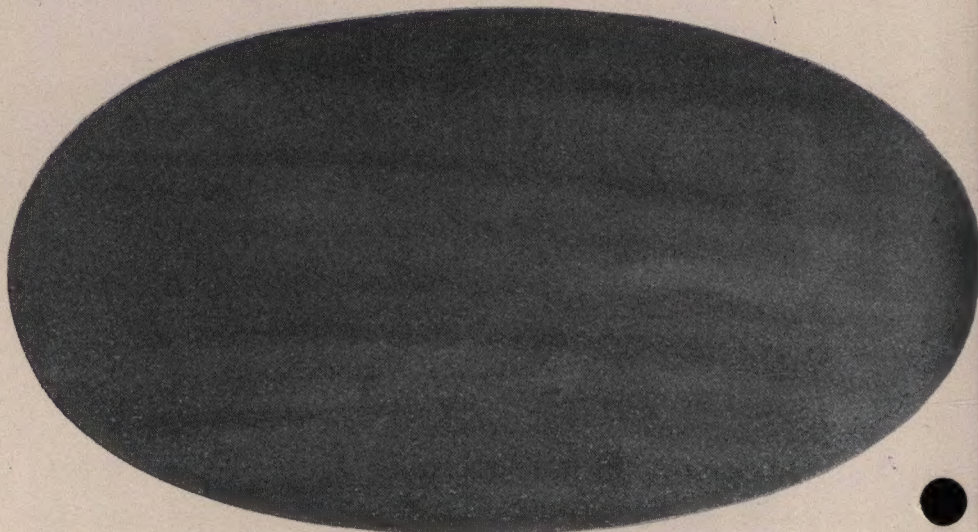
VEHICLE

THAT MAKES THIS COATING WEAR LONGER

How uniformly the metallic "leaf" in aluminum paint spreads . . . and how deeply the paint penetrates into the sub-surface . . . in other words, REFLECTIVITY, ADHESION and IMPERMEABILITY . . . depend upon the liquid *vehicle* that "carries" the pigment. The *vehicle* is the critical element in a successful aluminum paint . . . and it is the *vehicle* that makes SONOLASTIC Aluminum Ready-Mixed the aluminum paint with

the highest degree and the longest re SONOLASTIC A formulated to utilizing capacity of fullest extent. The *polymerized inert* combination of ve to the surface a comparable to that c

Here's the kind of film an inferior vehicle produces. Note dull, flat, streaky texture. Such a film will have little, if any, durability.



Photographic reproductions of painted metal surfaces, approximating actual results as faithfully as can be done in printing.

Here's the kind of film the SONOLASTIC aluminum vehicle produces. Maximum leafing assures continuity and absence of porosity. Finish is brilliant, and stays brilliant.



What Happens to Make the SONOLASTIC Film More Protective, Longer Lasting

The SONOLASTIC vehicle, which has greater preservative and water-resisting qualities than most ordinary vehicles, penetrates into the sub-surface, drawing over it countless numbers of flat, finely divided scales which quickly overlap and tightly interlock in a smooth, continuous, impermeable film that affords positive protection against moisture, corrosion, fumes, gases and vapors.

SONOLA

of protective efficiency
vention of brilliance.

uminum *Ready-Mixed* is
the "leafing" and cov-
metallic aluminum to the
vehicle employed contains
hydrocarbons, and the
vehicle and pigment imparts
degree of durability com-
of the metal itself. Results:

- Greater resistance to moisture
- Greater protection against corrosion
- Greater resistance to fumes
- More economical maintenance



MORE BRILLIANCE . . . MORE LIGHT REFLECTIVITY

SONOLASTIC Aluminum *Ready-Mixed* is bright and highly reflective to begin with, and will not darken or lose color even long after it has been applied. Its rich, life-imparting vehicle produces a finer, more closely knit "leaf" which provides greater light reflectivity over wider areas and a higher degree of brilliance over longer periods of time. SONOLASTIC Aluminum *Ready-Mixed* is ideal for use on dark interior areas and equipment that needs brightening up . . . and on bridges, towers, water tanks, oil tanks and other exterior structures where visibility is important.

MORE SURFACE PROTECTION

SONOLASTIC Aluminum *Ready-Mixed* provides an opaque, integral sheathing of metal "leaf" that effectively seals the surface against exposure to the elements and against attacks from the sun's actinic rays. The binding action of the vehicle further fortifies the "leaf," preventing the weathering of wood or the rusting of metal long after conventional paint films have broken down or disintegrated.

SONOLASTIC ALUMINUM READY-MIXED . . . FOR MAXIMUM ECONOMY

SONOLASTIC Aluminum *Ready-Mixed* can be used on indoor or outdoor surfaces, including wood, metal, masonry and plaster. Due to its ease of application, great covering capacity, brilliance and light reflectivity, and long life, it is the most economical aluminum coating you can use.

GREATER COVERING CAPACITY

SONOLASTIC Aluminum *Ready-Mixed* goes a long way.* Over previously painted surfaces, only a single coat is usually required. On vertical surfaces, the quick-binding action of the vehicle prevents the "leaf" from running.

Smooth metal—one gallon will cover about 500 to 600 square feet, one coat.

Porous surfaces (cement, plaster, brick)—one gallon will cover about 300 to 400 square feet, one coat.

Priming new cement, plaster, brick—one gallon will cover about 150 to 200 square feet, one coat, to be finished off later with a second coat.

**Figures given are conservative estimates*

EASY TO USE—EASY TO MAINTAIN

SONOLASTIC Aluminum *Ready-Mixed* can be applied right out of the can, with only a simple stirring beforehand. Time and effort are saved, and the problems that ordinarily accompany the preparation of aluminum paint are eliminated. Cleaning is easy and trouble-free, because the paint is washable without peeling off.



SONOLASTIC ALUMINUM *Ready-Mixed*

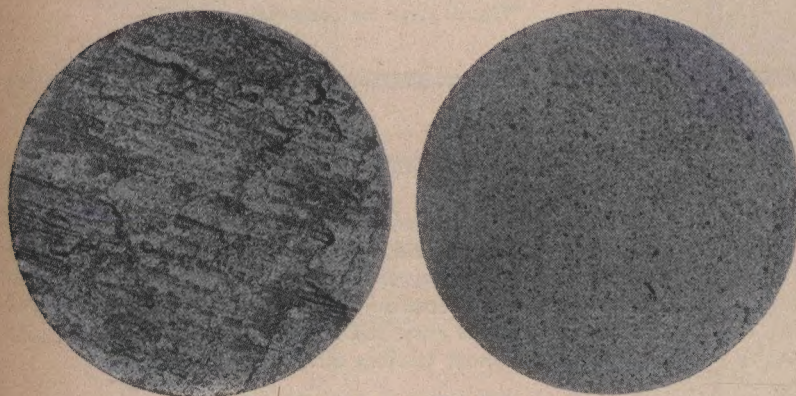
FOR HOT, INSIDE SURFACES... ULTRA HEAT-RESISTING ALUMINUM *Ready-Mixed*

The painting of boilers, furnaces, boiler breechings, condensers and many other interior surfaces subject to high temperatures has always posed a special problem to maintenance men and superintendents. Ordinary paint films have a tendency to boil off, lose their lustre, streak and crawl soon after application.

ULTRA HEAT-RESISTING ALUMINUM *Ready-Mixed* contains a specially prepared vehicle which has greater adhesive properties than those used in ordinary paints. The aluminum pigment or "leaf" adheres closely to metallic surfaces at temperatures up to 600°F. . . . maintaining its bright, brilliant finish despite scorching steam and vapors. The surface is more uniform, smoother, because the vehicle permits better dispersibility.

Application is simple. ULTRA HEAT-RESISTING ALUMINUM *Ready-Mixed* can be applied directly to hot surfaces; however, best results are obtained when the surface has cooled off. Spray or brush may be used. It dries-to-touch within four or five hours, so it will not interfere with production schedules.

ULTRA HEAT-RESISTING ALUMINUM *Ready-Mixed* will cover approximately 500 to 600 square feet per gallon, one coat.



Photomicrographs magnified 10 diameters

Here's the kind of film an inferior vehicle produces. Note the burned-off texture of the film. Soon it will start to blister, crawl and peel off.

Here's the kind of film the ULTRA HEAT-RESISTING ALUMINUM vehicle produces. Note the closely formed aluminum "leaf," the absence of pin-holes.

S. R. P.

For Sure Rust Prevention

Piping, fences, structural members and other iron, steel and galvanized surfaces, inside or outside, are constantly exposed to the dangers of corrosion.

Sonneborn's S. R. P. not only stops corrosion—it stays on the job and prevents its further formation for long periods. Laboratory tests show that S. R. P. actually *penetrates* through and *combines* with the rust to form a firm, long-lasting bond with the clean metal underneath. It effectively seals the surface against the entrance of moisture, fumes and chemicals. It prevents the formation of surface *pin-holes* and has the elastic qualities necessary to counteract the damaging effects of expansion and contraction. S. R. P. is easily applied—no expensive preparation is necessary.

For effective protection against rust, begin using S. R. P. now. Remember, S. R. P. means *Sure Rust Prevention*. (Send for folder.)

BUILDING PRODUCTS DIVISION

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